## IN THE CLAIMS:

Following are the current claims. Claims have NOT been amended in this response, and so any differences in the claims below and the current state of the claims is unintentional and in the nature of a typographical error:

1. (Previously Presented) A receiving system comprising:

a content access device that is configured to receive content material simultaneously with an item identifier associated with the content material from a provider, and

a purchase request processor, operably coupled to the content access device and an input device, that is configured to receive a purchase request from the input device and the item identifier directly from the content access device, and produces therefrom a processed purchase request,

a rendering device, operably coupled to the content access device, that is configured to render the content material;

the input device including m , and

a purchase request buffer for storing at least one purchase request from the input device and the item identifier to facilitate a purchase of an item corresponding to the item identifier subsequent to the rendering device rendering the content material, and

wherein the content access device is further configured to communicate the processed purchase request to the provider.

2. (Previously Presented) The receiving system of claim 1,

wherein the content access device is further configured to associate the purchase request and the item identifier based on a coincidence of a time of receipt of the purchase request and a time interval associated with the rendering of the content material.

3. (Original) The receiving system of claim 1, further comprising:

a memory, operably coupled to the content access device, that is configured to store the content material, and

wherein the content access device is further configured to control access to the content material in the memory, the control access being dependent upon a receipt of an authorization from the provider in response to the processed purchase request.

4. (Original) The receiving system of claim 1, wherein

the purchase request processor is further configured to receive a transferred purchase request and a transferred item identifier, and to produce therefrom the processed purchase request.

5. (Original) The receiving system of claim 1, wherein

the purchase request processor is further configured to receive certification information associated with the purchase request, and

wherein the processed purchase request includes the certification information.

6. (Cancelled).

7. (Previously Presented) A portable device comprising:

a broadcast receiver that is configured to receive audio and visual content material simultaneously with an item identifier associated with the content material from a broadcast source,

a rendering device that is configured to render the content material,

a purchase request buffer that is configured to store at least one purchase request and the item identifier to facilitate a purchase of an item corresponding to the item identifier subsequent to the rendering device rendering the content material, and

a "buy" switch that is pre-programmed with a user's predetermined purchasing information, and wherein the purchase request is sent to the purchase request buffer in response to a single activation of the buy switch without the user being required to enter any additional data.

8. (Original) The portable device of claim 7, further including

a controller that associates the purchase request and the item identifier based on a coincidence of a time of receipt of the purchase request and a time interval associated with the rendering of the content material.

9. (Original) The portable device of claim 8, wherein

the controller is further configured to receive information associated with the purchase request, and

wherein the purchase request buffer further includes the certification information.

10. (Original) The portable device of claim 8, further comprising:

a memory, operably coupled to the broadcast receiver, that is configured to store the content material, and

wherein the controller is further configured to control access to the content material in the memory, the control access being dependent upon a receipt of an authorization in response to a communication of the purchase request to a provider.

11. (Cancelled).

12. (Canceled).

13. (Canceled).

14. (Canceled).

15. (Previously Presented) A method for facilitating a purchase of an item ma , the process comprising:

receiving the content material simultaneously with an identifier of the item,

rendering the content material,

allowing an impulse purchase to be made by receiving a buy command at a time that is coincident with a time interval associated with the rendering of the content material so that a purchase can be made during review of the content material,

creating at least one purchase request that includes the identifier of the item in response to the buy command,

storing the at least one purchase request for subsequent purchase of the item, and communicating the purchase request to a provider of the item,

wherein receiving the buy command includes receiving an activation signal associated with an activation of a "buy" switch that is pre-programmed with a user's predetermined purchasing information, and wherein an impulse purchase request is sent to the purchase request buffer in response to a single activation of the buy switch without the user being required to enter any additional data.

16. (Cancelled).

17. (Original)  The method of claim 15, further including:

storing the content material, and

controlling access to the content material based on receiving the buy command.

18. (Original)  The method of claim 17, wherein

controlling access is further dependent upon receiving an authorization  from the provider in response to the purchase request.

19. (Original)  The method of claim 15, further including

transferring the purchase request to one or more intermediary devices, and

wherein communicating the purchase request to the provider is via the one or more intermediary devices.

20. (Original)  The method of claim 15, further including attaching certification information to the purchase request that is communicated to the provider.